

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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Washington, D. C.

March 27, 1954

## Weather Bureau Forecasts for Farmers

The Weather Bureau of the U. S. Department of Commerce has announced that the agricultural weather forecast program for this year's crop season will begin over most of the country on April 1. The new program is designed to deliver weather information to farm homes earlier in the day than has been possible heretofore. Main dependence will be placed on radio broadcasts during the breakfast hours of 6 to 8 a.m.

Weather forecasts during the coming season will give more information than in previous years. The Bureau said that surveys have disclosed that additional information on winds, drying conditions and sky cover is of great value to agriculturists. Also, it was announced that the early morning bulletin will contain the agricultural weather outlook for the third day ahead. For most areas these outlooks heretofore have not been available until noon.

This year's farm weather program was planned by the Weather Bureau after consultation with the U. S. Department of Agriculture, state agricultural colleges, and private industry. As a result, Weather Bureau offices throughout the country will work closely with agricultural county agents and other farm technicians so that weather problems peculiar to local crop production can receive more attention by the weather specialists.

## Call for 1954 Directory Copy

Many N.C.A. members have not returned to Association headquarters the forms for the 1954 *Canners Directory*. It is urged that these members fill out the questionnaire forms for the *Directory* and return them to N.C.A. immediately. Because of the printing schedule, the forms must be closed on receipt of mail April 5.

## N.C.A. To Mail Preprints of Magazine Feature

Preprints of the "picture book section" of the May issue of *Woman's Home Companion* will be mailed by the N.C.A. to all members on April 12, and additional copies will be sent to retail organizations in 78 cities, coast-to-coast, for promotional tie-ins, as part of the new N.C.A. Consumer and Trade Relations program. Local television programs in the same 78 cities also will promote the theme of the *Woman's Home Companion* feature: "Because of Canned Foods We Eat Better Today."

This special feature, consisting of 12 pages in full color, was described by various N.C.A. speakers at recent state canner association meetings. The newsstand date for the May issue of *Companion* is April 26, and the early mailing of preprints will enable N.C.A. members to use the feature in their individual sales promotions.

## RMA Citrus Committee

The RMA Citrus Research Advisory Committee has urged that the U. S. Department of Agriculture give highest priority among its activities to research and education.

It also has recommended that USDA undertake more fundamental research to provide a basis for applied research, and that it establish adequate physical facilities for an expanded citrus research program in the Rio Grande Valley.

The Committee met recently in Washington. Following is a summary of its top recommendations, as reported by USDA:

**Production research:** (1) expand work on developing more satisfactory methods for the sterilization of citrus fruit to kill Mexican fruit fly; (2) expand present citrus rootstock and breeding studies to include as rapidly as possible field tests of promising selections, with special emphasis on rootstocks in Texas; and (3) initiate studies on determining the areas in the U. S. in which the Mexican fruit

(Please turn to page 150)

## Home Economics Division Advertisements

Enclosed with this issue of the INFORMATION LETTER are two advertisements of the N.C.A. Home Economics Division that appeared in leading home economics magazines, bringing to the attention of teachers the supplementary educational materials about canned foods which are available upon request for use in foods classes.

The advertisements continue the theme "the story behind modern canned foods." In the January advertisement the photograph emphasizes that "proper handling of raw foods for canning brings out good flavor and quality." In February the photograph shows taste-testing. Because February begins a new semester and new classes, a summary of how the N.C.A. educational materials are prepared is given.

Comments have shown an interest in this type of advertisement. One home economics magazine requested permission to use the photograph of the taste-testing group in its presentation folio.

Requests for January and February resulted in a total distribution of 595,836 publications.

## USDA Foreign Trade Missions

Members of the missions which are to be sent abroad by the U. S. Department of Agriculture to study the possibilities of expanding United States agricultural trade were announced by USDA March 24.

The groups comprise 34 leading authorities on agricultural production and marketing. They will go to Europe, Asia and Latin America. They are expected to leave the United States in April and return late in May.

Among the problems to be looked into are the improvement of marketing and trade practices, the removal of obstacles to U. S. exports, currency situations affecting trade in agricultural products, and ways of increasing consumer preferences and of improving the quality, packaging, and handling of U. S. agricultural products.

## FOREIGN TRADE

### Philippine Trade Act

The United States and the Philippine Republic have agreed to consult on revision of their 1946 trade agreement. The following joint announcement was issued March 22:

"The American Embassy in Manila has advised President Magsaysay that the Government of the United States, after reviewing the Philippine proposals relating to the provisions of the 1946 Trade Agreement concerning trade, finance, treatment of investment, and immigration, is prepared to consult with the Philippine Government on possible modifications of the present Agreement.

"The United States is also prepared to consider commercial matters not covered by this Agreement which may be of mutual interest to both countries. In agreeing to such consultations, however, the United States indicated that, while it is prepared to consider possible alternative tariff arrangements, it does not believe that the selective free trade proposal advanced by the Philippine Government in its note of May 5, 1953, offers a satisfactory basis for future trade relations. [See INFORMATION LETTER of October 3, 1953, page 293.]

"Any change of the existing Agreement would require action by the Congresses of both Governments.

"In conjunction with the decision to enter into consultations, President Magsaysay requested that the reciprocal free-trade period provided for in the present Agreement be extended for 18 months beyond July 3, 1954. It was agreed that the Congresses of both countries would be requested to enact appropriate legislation implementing this request."

### RMA Citrus Committee

(Concluded from page 149)

fly could become permanently established.

**Utilization research:** (1) initiate a fundamental investigation of factors influencing the quality of products from Texas citrus fruit; (2) expand work on the development of new or improved grapefruit products of acceptable consumer market quality; and (3) initiate research to determine in citrus fruits the content of important nutrients including carbohydrates, organic acids, minerals, and newly identified vitamins, with emphasis on the nutritive value of foods to be eaten.

**Marketing research:** (1) expand research on control of decay of citrus fruits in storage and transit by chemical treatments; (2) initiate research to develop new means of enlarging

the market for fresh grapefruit products through analysis of price relationships with competing products, additional methods of promotion and merchandising, and improvement of product quality or marketing of new products; and (3) expand work on the development of grades and standards for processed citrus products.

**Marketing service and education:** (1) initiate complete citrus tree surveys by age and variety in Florida, Texas, and Arizona; (2) expand work on planning wholesale produce markets in specific localities in 1955; and (3) expand educational work on produce market facilities and initiate extension work on materials handling, handling equipment, and work methods with growers and handlers, and on marketing practices, methods, and market organization.

The Committee reelected F. R. Wilcox, Sunkist Growers, Inc., Los Angeles, chairman, and A. V. Saurman, Pineallas Growers Association, Clearwater, vice chairman, for the next two years. Other Committee members attending the meeting included L. S. Hamme, Texas Citrus Exchange, Weslaco, Texas, and Raymond D. Robinson, Dr. P. Phillips Companies, Orlando, Fla.

## STATISTICS

### Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1953	1954
	(thousands of dozens)	
Canner stocks, Jan. 1.....	55,300	65,305
Pack, Jan. and Feb.....	23,773	23,736
Supply.....	79,073	89,041
Canner stocks March 1.....	53,496	63,282
Canner shipments during Feb.	11,835	12,305
Canner shipments, Jan. and Feb.....	25,577	25,759

### Stocks of Canned Foods on March 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, asparagus, green and wax beans, beets, carrots, corn and peas have been issued by the N.C.A.

		Total Supply		Stocks, March 1		Season Shipments	
Item	Carry-over month	1952	1953	1953	1954	to March 1	
						1953	1954
(Thousands of actual cases)							
Apples (6/10)	Aug.	3,787	3,080	1,274	874	2,513	2,207
Applesauce	Aug.	10,017	11,379	3,272	3,964	6,745	7,315
RSP cherries	July	4,105	3,962	701	924	3,404	3,038
Asparagus	March	5,462	5,428	938	3,889	4,524	5,039
Beans, green and wax	July	19,663	24,229	3,490	5,716	16,173	18,513
Beets	July	9,080	10,594	3,449	4,447	5,631	6,137
Carrots	July	2,816	3,157	1,091	1,581	1,725	1,576
Corn	Aug.	38,649	38,562	13,932	17,032	24,708	21,530
Peas	June	34,186	34,786	9,378	11,267	24,809	23,511

\* Stocks on hand March 1 become the carryover; this is the last report on stocks of the 1953 pack of asparagus. b Revised to include packs from January 1 to March 1.

### 1953-54 Season Total Packs of Beets and Carrots

The 1953-54 pack of canned beets totaled 9,137,054 actual cases as compared with the 1952-53 pack of 7,216,834 cases, according to a report by the N.C.A. Division of Statistics.

The 1953-54 pack of canned carrots totaled 2,628,842 actual cases as compared with the 1952-53 pack of 2,599,971 cases.

The season total packs of beets and carrots were compiled on the basis of the packs through December 31 (see INFORMATION LETTER of February 13, page 120) and the packs from January 1 to March 1.

#### 1953-54 Pack of Beets

Container Size	To	Jan.-	Season Total
	Dec. 31	March	
	(actual cases)		
24/2.....	85,778	10,864	96,642
48/82.....	719,709	9,682	729,391
48/1P.....	14,754		14,754
24/303.....	5,011,208	269,176	5,280,384
24/215.....	57,813	5,485	63,298
6/10.....	1,854,321	128,440	1,982,761
Misc. tin.....	10,832		10,832
24/16Z glass.....	799,299	62,443	861,742
Other glass.....	88,634	8,616	97,250

U. S. Total			
1953-54.....	8,642,348	494,706	9,137,054
U. S. Total,			
1952-53.....	6,981,018	235,816	7,216,834

#### 1953-54 Pack of Carrots

Container Size	To	Jan.-	Season Total
	Dec. 31	March	
	(actual cases)		
24/2.....	46,320	1,707	48,117
48/82.....	228,165	24,372	252,537
24/303.....	1,102,886	66,208	1,169,094
6/10.....	1,076,031	56,303	1,132,334
24/16Z glass.....	26,266		26,266
Misc. tin.....	494		494
U. S. Total,			
1953-'4.....	2,480,162	148,680	2,628,842
U. S. Total,			
1952-53.....	2,471,628	128,343	2,599,971

Division of Statistics, and detailed reports covering March 1 stocks have been mailed to all canners packing these items.

## Potatoes

A decline of 168,000 acres in potatoes, 11 percent less than in 1953, is indicated for this year, according to March 1 conditions reported by the Crop Reporting Board of USDA. Total prospective 1954 potato acreage is 1,364,000 acres.

Plantings are expected to be less than last year in all regions, with the largest reductions in the early states. Prospective acreage reductions are greatest in the lower yielding areas. If farmers carry out their planting intentions and average yields equal the 1950-53 average, a total U. S. potato crop of 347 million bushels would be produced, 7 percent less than the 374 million bushels obtained last year.

## Sweet Potatoes

The prospective 1954 acreage of sweet potatoes is 357,000 acres, practically the same as the 356,000 acres planted in 1953 but a third below average, according to the Crop Reporting Board of USDA.

Intended increases in New Jersey, California, and the South Central region are nearly offset by reductions in the South Atlantic area.

For Louisiana, reports indicate a slight reduction from last year's plantings, but prospective acreage in Tennessee, Alabama and Texas is up and the total for the South Central region is expected to be 2 percent larger than in 1953.

If 1954 yields equal the 1948-52 average, production would be approximately equal to the 34-million bushel crop of 1953.

## Dry Beans

Growers have indicated their intentions to plant a total of 1,640,000 acres of dry beans in 1954, according to a March 19 report by the Crop Reporting Board of USDA. This would be 14 percent more than last year and the largest acreage since 1950, but 11 percent below average.

The indicated increases from last year are general. According to USDA, the principal reasons for the larger acreages are the use of land diverted from allotment crops and generally good yields per acre in 1952 and 1953. Only Maine shows an increase, New York indicates no change, and all other states indicate increased acreage.

If the acreage indicated on March 1 is planted and yields approximate

## Prospective Plantings for 1954

Crop	1943-52 ave.	1953	1954 indicated	Per- cent change from 1953
(thousands of acres)				
Potatoes.....	2,184	1,532	1,364	-11.0
Sweet potatoes...	555	356	357	+0.4
Durum wheat....	2,661	2,103	1,490	-29.1
Beans, dry edible...	1,839	1,437	1,640	+14.1
Peas, dry field....	460	280	321	+14.6
Soybeans.....	13,523	16,085	18,075	+12.4

the 1948-52 average, the 1954 production of dry beans would total 18.7 million 100-pound bags (uncleaned basis) compared with 18.1 million bags produced in 1953.

## Dry Peas

Growers have indicated their intentions to plant 321,000 acres of dry peas (including those for seed) in 1954, according to the Crop Reporting Board of USDA. This would be an increase of 15 percent over 1953 but still a third below average.

Washington and Idaho, with intended increases of 20 and 18 percent, jointly have 268,000 acres, five-sixths of the total intended acreage. An increase of 17 percent or 1,000 acres is intended for Montana, and a decrease of 21 percent is indicated in Oregon.

## Durum Wheat

Intended plantings of durum wheat were indicated at 1.5 million acres on March 1, according to the Crop Reporting Board of USDA. This compares with 2.1 million acres planted last year and the average of 2.7 million acres for the 1943-52 period, but does not take into account the changes that may result from the announcement in late February of increased acreage allotments to provide for expansion of production of Class II durum wheat in 1954.

## PUBLICITY

### This Week Magazine

Clementine Paddleford featured canned salmon in her How America Eats food feature in the March 21 issue of *This Week* magazine.

*This Week* is the magazine section that is distributed with many metropolitan newspapers throughout the United States.

In her "Garden-Patch Casserole," a feature for Lent, she says, "Choose as you will the lacquer green of the pepper, Avocado is deep green, the

royal purple of eggplant, the gold of the squash, bronze of the carrot, blood red of tomato. Nature presents her beauties in casserole form." To use as a filling for any of these vegetables, a recipe for basic salmon stuffing was given.

## Parade Magazine

In the March 21 issue of *Parade* magazine, Beth Merriman, food editor, had a soup and salad supper using canned soup, tuna and pineapple.

The feature, entitled "A New Salad for Spring," said, "This is the season to remember soup and salad meals, simple, satisfying and inexpensive." A tureen of canned black bean soup and a bowl of the tuna, rice and pineapple salad were shown in an attractive black and white photograph.

*Parade* is the Sunday magazine supplement accompanying many leading metropolitan newspapers throughout the country.

## American Weekly Magazine

The recipes in the article "Quickie Main Dishes" by Amy Alden, food editor, featured numerous canned foods. The article appeared in the March 21 issue of *American Weekly*, the Sunday magazine section which supplements many metropolitan newspapers throughout the country.

In the seven recipes the following canned foods were used: tomatoes, tomato paste, kidney beans, tuna, pineapple, pineapple juice, salmon, pimientos, cream of mushroom soup, peas, applesauce, and sauerkraut.

## FARM PROGRAM

### Potato Assistance Program

The U. S. Department of Agriculture will join the industry in an "all-out" potato promotion program scheduled April 1-10 and will undertake some Section 32 assistance for the remainder of the 1953 potato crop.

USDA said that work will be done in cooperation with the distributive trades, restaurant associations, newspapers, radio, and television in a concerted effort to stimulate potato sales. Potato growers throughout the nation are joining in this potato sales campaign, according to an announcement.

Section 32 operations are being taken in the interest of relieving the "disorderly market conditions now confronting producers."



### Forthcoming Meetings

- April 7—Wisconsin Canners Association, Sales Meeting, Schroeder Hotel, Milwaukee
- April 8—Indiana Canners Association, Spring Meeting, Claypool Hotel, Indianapolis
- May 11-12—Pennsylvania Canners Association, 3rd Annual Sales Clinic, Galen Hall Hotel, near Reading
- May 16-19—U. S. Wholesale Grocers Association, Convention and Exposition, Kiel Auditorium, St. Louis, Mo.
- May 17-19—Grocery Manufacturers of America, Inc., Midyear Meeting, Boca Raton Hotel, Boca Raton, Fla.
- May 20-21—National Canners Association, Spring Meeting of Board of Directors and Administrative Council, Washington, D. C.
- May 23-24—Super Market Institute, Annual Convention, Public Auditorium, Cleveland
- June 3—Tidewater Canners Association of Virginia, Annual Meeting, New Atlanta Hotel, Colonial Beach, Va.
- June 13-14—Michigan Canners' and Freezers' Association, Spring Meeting, Park Place Hotel, Traverse City
- June 15-17—National Association of Retail Grocers, Annual Convention, National Guard Armory, Washington, D. C.
- October 10-13—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City.
- November 4—Illinois Canners Association, Fall Meeting, Chicago
- November 8-9—Wisconsin Canners Association, 50th Annual Convention, Schroeder Hotel, Milwaukee.
- December 2-3—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids.
- January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.
- February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago.

### Wisconsin Canners Conference

Dr. H. L. Stier, Director of the N.C.A. Division of Statistics, spoke at the Wisconsin Canners Association's Production and Technology Conference in Madison on March 23 on "Statistical Consideration in Sampling Techniques."

Dr. Stier termed the subject one of the most important quality control problems facing canners. His talk included a discussion of the fundamental aspects of sampling techniques, with some examples of how to proceed and how to decide the frequency and size of samples.

## STANDARDS

### Grades for Cucumber Pickles

The Agricultural Marketing Service, USDA, has issued revised U. S. standards for grades of cucumber pickles.

The revised standards provide requirements for the density of the packing media on the various styles and types of sweet pickles in terms of degrees Baumé or Brix. Requirements also are provided for degrees salometer in sour whole and cut mixed pickles, limiting the maximum and minimum amounts of salt in the packing medium. Similar requirements are provided for acidity.

Drained weight data developed since the grade standards were first issued have been considered in revising the recommended drained weights. Provisions have been made for averaging the drained weights of individual containers, and more flexibility has been provided with respect to the drained weight of small containers.

### Canning Film Library

An N.C.A. "Canning Film Library" is being organized for use in the new N.C.A. Consumer and Trade Relations program. Telecasters will be provided with location films on the subject of canning and canning crops, derived from clips from this library.

To aid in establishing such a film library, it is requested that anyone who has a canning industry film send a copy to Dudley, Anderson & Yutz, 551 Fifth Avenue, New York 17, N. Y. DAY will clear with the producer and owner of each film for permission to clip.

Provisions also are made for U. S. Grade B or U. S. Extra Standard cucumber pickles, in addition to the grades designated U. S. Grade A or U. S. Fancy and Substandard.

The revised standards supersede those which have been in effect since August 23, 1938.

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